## **WEWS**

ON YOUR SIDE

## Flight Dates 10/30/12-11/06/12

Order Sep 00:20:00

Order Share %

Product Estimate # 1008

Crossroads GPS, 10,30-11,06,12 Alt Order # 304830 Contract / Revision

Billing Type Cash Original Date / Revision Agency Com 15%

> 07/16/12 09/04/12 Order Type **GENERAL Billing Contact**

Billing Cycle EOM/EOC Advertiser Crossroads GPS

600 Fairmont Avenue - Suite #306 Billing Calendar BROADCAST

Towson, MD 21204 Demographic A35+

Agency **Mentzer Media** 

**Rev Codes** POL POL ISS **Buying Contact** 

Sales Office EWSDC Product Codes PL

Sales Region NAT Priority P-1 600 Fairmont Avenue - Suite #306 Advertiser Ref Agency Ref

Primary Account Executive

Towson, MD 21204

**Daniel Baylog** 

Account Executive Order% Start Date **End Date** 

Daniel Baylog 100%

Order Orlare 70	Market value	
Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

Market Value

**Order Totals Billing Plan** 

Month # of Spots Net Amount Gross Amount Rating Start Date End Date # Spots Net Amount Gross Amount November 2012 106 \$129,412.50 \$152,250.00 0.00 10/29/12 11/06/12 106 \$129,412.50 \$152,250.00

Totals 106 \$129,412.50 \$152,250.00 0.00

										Tota	ls
Ln Ch Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
N 1 WEWS 10/30/12	11/06/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	МГWГF	:30	4	\$850.00 P-2	0.00 NM	6	\$5,100.00
Start Date E	nd Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/29/12 1	1/04/12	- TWTF	4	\$850.00	0.00						
Week: 11/05/12 1	1/11/12	MT	2	\$850.00	0.00						
N 2 WEWS 10/30/12	11/06/12	M-F GMA 7-9a	CM	7-9a	MTWTF	:30	8	\$900.00 P-2	0.00 NM	10	\$9,000.00
		M-F GMA 7-9a									





<u>Contract / Revision</u> 304830 <u>Flight Dates</u> 10/30/12-11/06/12 <u>Hiatus Dates</u>

Advertiser Crossroads GPS Product Crossroads GPS. 10.30-11. Estimate # 1008

	Totals
Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type	Spots Amount
N 2 WEWS 10/30/12 11/06/12 M-F GMA 7-9a CM 7-9a MTWTF :30 8 \$900.00 P-2 0.00 NM	10 \$9,000.00
M-F GMA 7-9a	
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 10/29/12	
N 3 WEWS 10/30/12 11/06/12 M-F 11-12p CM 11a-12p MTWTF :30 6 \$1,600.00 P-1 0.00 NN	6 \$9,600.00
M-F 11-12p	υ ψυ,ουυ.ου
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 10/29/12 11/04/12 -TWTF 6 \$1,600.00 0.00	
Week: 11/05/12 11/11/12 0 \$0.00 0.00	]
N 4 WEWS 10/30/12 11/06/12 M-F 12-1230pm News CM 12-1p MTWTF :30 8 \$1,200.00 P-1 0.00 NN	10 \$12,000.00
M-F 12-1p News	
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 10/29/12	
Week: 11/05/12         11/11/12         M         2 \$1,200.00         0.00           N 5 WEWS 10/30/12 11/06/12         M-F 1-2p         CM         1-2p         MTWTF         :30         8 \$850.00 P-1         0.00 NM	9 \$7.650.00
M-F 1-2p CW 1-2p .30 6 \$650.00 P-1 0.00 NW	9 \$7,650.00
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 10/29/12 11/04/12 - TWTF 8 \$850.00 0.00	
Week: 11/05/12 11/11/12 M 1 \$850.00 0.00	
N 6 WEWS 10/30/12 11/06/12 M-F 4-5p Dr. OZ CM 4-5p MTWTF :30 4 \$1,000.00 P-2 0.00 NN M-F 4-5p Dr. Oz	5 \$5,000.00
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 10/29/12 11/04/12 - TWTF 4 \$1,000.00 0.00	
Week: 11/05/12 11/11/12 M 1 \$1,000.00 0.00	
N 7 WEWS 10/30/12 11/06/12 M-F 5-6p News CM 5-6p MTWTF :30 8 \$2,000.00 P-1 0.00 NN M-F 5-6p News	9 \$18,000.00
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 10/29/12	
17-10-01-01-01-01-01-01-01-01-01-01-01-01-	F \$40,500,00
N 8 WEWS 10/30/12 11/06/12 M-F 6-630p News CM 6-630p MTWTF :30 4 \$2,500.00 P-1 0.00 NN M-F 6-630p News	5 \$12,500.00
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 10/29/12	
Week: 11/05/12 11/11/12 M 1 \$2,500.00 0.00  N 9 WEWS 10/30/12 11/06/12 M-Su 630-7p WNT CM 630-7p MTWTFSS :30 4 \$2,500.00 P-1 0.00 NN	5 \$12,500.00
M-Su 630-7p WNT  M-Su 630-7p WNT	5 \$12,500.00
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 10/29/12 11/04/12 - TWTF 4 \$2,500.00 0.00	





Contract / Revision 304830 Flight Dates 10/30/12-11/06/12 Hiatus Dates

<u>Original Date / Revision</u> 07/16/12 / 09/04/12 <u>Order Sep</u> 00:20:00

Advertiser Crossroads GPS Product Crossroads GPS. 10.30-11. Estimate # 1008

										Tot	als
Ln Ch	Start	End	Inventory Code	Break	Start/End Tir	me Days	Len Spot	ts Rate Pri	Rtg Type	Spots	Amount
N 9 WEWS	10/30/1	2 11/06/12	M-Su 630-7p WN M-Su 630-7p WN		630-7p	MTWTFSS	:30	4 \$2,500.00 P-1	0.00 NM	5	\$12,500.00
<u>Sta</u> Week: 10/	rt Date 29/12	End Date 11/04/12	Weekdays - TWTF	Spots/Week	Rate \$2,500.00	Rating 0.00					
	Date Ra		escription		t/End Time		Weekdays	Length Rate	Rtg Type		
Sec	e MG 9.6	6,9.7,9.8,9.9	1-Su 630-7p WNT	630-	<b>7</b> p	-	- TWThF	:30 <del>(\$2,500.00)</del>	0.00 <i>NM</i>		
•	A ON EN	•	1-Su 630-7p WNT	630-	7n		- TWГhF	:30 <del>(\$2,500.00)</del>	0.00 0///		
Sec		5,9.7,9.8,9.9	1-30 030-7p WW	030-	76		1 WIIII	.30(ψ2,300.00)	0.00 14101		
-		-	1-Su 630-7p WNT	630-	<b>7</b> p	-	- TWThF	:30 <del>(\$2,500.00)</del>	0.00 <i>NM</i>		
	e <i>MG 9.6</i> A ON EN	5,9.7,9.8,9.9  TRY]	·					,			
			1-Su 630-7p WNT	630-	<b>7</b> p	=	- TWThF	:30 <del>(\$2,500.00)</del>	0.00 <i>NM</i>		
	e <i>MG 9.6</i> A ON EN	5,9.7,9.8,9.9  TRY]									
		2-10/30/12 N 9.4,9.1,9.3	l-Su 630-7p WNT	630-	<b>7</b> p	-	- T	:30 \$2,500.00	0.00 NM		
-	A ON EN	-									
			I-Su 630-7p WNT	630-	7p	-	W	:30 \$2,500.00	0.00 NM		
[N/	A ON EN	-									
			l-Su 630-7p WNT	630-	<b>7</b> p	-	Th	:30 \$2,500.00	0.00 NM		
[N/	A ON EN	-									
_			I-Su 630-7p WNT	630-	<b>7</b> p	-	F	:30 \$2,500.00	0.00 NM		
-	6 for 9.2,9 A ON EN	9.4,9.1,9.3  TRY									
Week: 11/		11/11/12	M	1	\$2,500.00	0.00					
N10 WEWS	10/30/1	2 11/06/12	M-F 7-730p 7-730p The List	СМ	7-730p	MTWTF	:30	8 \$1,200.00 P-2	0.00 NM	10	\$12,000.00
Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10/		11/04/12	- TWTF M		\$1,200.00	0.00					
Week: 11/		11/11/12	M-F 730-8P	CM	\$1,200.00 730-8p	0.00 MTWTF	:30	4 \$1,200.00 P-2	0.00 NM	10	\$12,000.00
			730-8p Let's Ask	America			.50	4 \$1,200.001-2	O.OO INIVI	10	ψ12,000.00
Sta Week: 10/	rt Date	End Date 11/04/12	<u>Weekdays</u> - TWTF	Spots/Week	Rate \$1,200.00	Rating 0.00					
Week: 11/		11/04/12	M		\$1,200.00	0.00					
N12 WEWS			M-F 1135p-1202a M-F 1135p-1202a	Nightl@M	1135p-1207x		:30	4 \$1,000.00 P-2	0.00 NM	5	\$5,000.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/		11/04/12	- TWTF		\$1,000.00	0.00					
Week: 11/		11/11/12	M		\$1,000.00	0.00		5 the coop oo D 4	0.00.004	-	<b>#04 000 00</b>
N13 WEWS			M-SU 11-1135P I M-SU 11-1135P I	_ate Nev	11-1135p	МГЖГБ	:30	5 \$3,000.00 P-1	0.00 NM	7	\$21,000.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/ Week: 11/		11/04/12 11/11/12	- ТWTF- S М	6 1	\$3,000.00 \$3,000.00	0.00 0.00					
N14 WEWS			Sa 6a-8a News	CM	6-8a	S-	:30	2 \$650.00 P-1	0.00 NM	2	\$1,300.00
			Sa 6-8a News			٦		, <del>.</del>		_	+ 1
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					





Contract / Revision 304830 Flight Dates 10/30/12-11/06/12 Hiatus Dates

<u>Original Date / Revision</u> 07/16/12 / 09/04/12 <u>Order Sep</u> 00:20:00

Advertiser Crossroads GPS Product Crossroads GPS. 10.30-11. Estimate # 1008

						Tota	ıls
Ln Ch Start End Inventory Cod	le Break Start/End 1	Time Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
N14 WEWS 11/03/12 11/03/12 Sa 6a-8a News	CM 6-8a	S-	:30 2	2 \$650.00 P-1	0.00 NM	2	\$1,300.00
Sa 6-8a News							
Start Date End Date Weekdays	Spots/Week Rate	Rating					
Week: 10/29/12 11/04/12S-	2 \$650.00	0.00		2 04 000 00 5 4	0.00.104		<b>#</b> 0.000.00
N15 WEWS 11/03/12 11/03/12 SA 7-8p Rotation SA 7-8p Rotat		S-	:30 2	2 \$1,600.00 P-1	0.00 NM	2	\$3,200.00
Start Date	Spots/Week Rate	<u>Rating</u>					
Week: 10/29/12 11/04/12S- Spot Ch Date Range Description	2 \$1,600.00 Start/End Time	0.00	Va aladaya l	anath Data	Dta Tuna		
Spot Ch Date Range Description 1 VEWS 10/29/12-11/04/12 SA 7-8p Rotation	Start/End Time News	<u>v</u> -	<u>Veekdays     L</u> Sa	ength Rate :30 <del>(\$1,600.00)</del>	Rtg Type 0.00 NM		
See MG 15.3,15.4	110110		24	.σσ(φ1,σσσ.σσ)	0.00 71111		
[N/A PGM CHG TO PLACE - SA 7PM NI	EWS]						
2 VEWS 10/29/12-11/04/12 SA 7-8p Rotation	News	-	Sa	:30 <del>(\$1,600.00)</del>	0.00 <i>NM</i>		
See MG 15.3,15.4	-14/01						
[N/A PGM CHG TO PLACE - SA 7PM NI 3 /EWS 10/29/12-11/04/12 SA 7PM News			Sa	-20 04 000 00	0.00 NM		
(h) MG for 15.1,15.2	7-730p	-	sa	:30 \$1,600.00	U.UU INIVI		
4 /EWS 10/29/12-11/04/12 SA 7PM News	7-730p	_	Sa	:30 \$1,600.00	0.00 NM		
(f) MG for 15.1,15.2	1-100β		bu	.50 ψ1,000.00	0.00 14101		
N16 WEWS 11/04/12 11/04/12 SU GMA 8-9A	CM 8-9a	S	:30 2	2 \$900.00 P-1	0.00 NM	2	\$1,800.00
SU GMA 8-9A	OW 0 Ja	5	.50 2	2 φ300.001-1	0.00 14101	_	ψ1,000.00
Start Date End Date Weekdays	Spots/Week Rate	Rating					
Week: 10/29/12 11/04/12 S	2 \$900.00	0.00					
N17 WEWS 11/04/12 11/04/12 SU 6-630p Nev	/s CM 6-630p	S	:30 2	2 \$1,600.00 P-1	0.00 NM	2	\$3,200.00
SU 6-630p Nev							
Start Date End Date Weekdays	Spots/Week Rate	Rating					
Week: 10/29/12 11/04/12S	2 \$1,600.00	0.00		4 04 400 00 5 4	0.00.104	_	<b>M4.400.00</b>
N19 WEWS 11/03/12 11/03/12 LN after Sports LN after Sports	•	S-	:30	1 \$1,400.00 P-1	0.00 NM	1	\$1,400.00
Start Date	Spots/Week Rate	Rating			ļ		
Week: 10/29/12 11/04/12S-	1 \$1,400.00	0.00					

Totals 106\$152,250.00